

# ORDER

**KSNV**

**Orders**  
**Order / Rev:** 103694  
**Alt Order #:** 06830033  
**Product Desc:** BERKLEY FOR SENATE  
**Estimate:** 30S  
**Flight Dates:** 10/30/12 - 11/05/12  
**Original Date / Rev:** 06/28/12 / 12/03/12  
**Order Type:** GENERAL

**Primary AE:** Amy McCreary  
**Sales Office:** BLPHI  
**Sales Region:** National

**Agency Name:** Shorr Johnson Magnus  
**Buying Contact:**  
**Billing Contact:**  
 1831 Chestnut St.  
 Philadelphia, PA 19103

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Berkley, Shelley for Senate  
**Demographic:** A35+  
**Product Codes:** PLC01  
**Priority:** SELECT PRIORITY CODE  
**Revenue Codes:** POLITICAL/AGY, PCAN, GEN

**New Business Thru:**  
**Order Separation:** 00:05:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

| Start Date | End Date | # Spots | Gross Amount | Net Amount  |
|------------|----------|---------|--------------|-------------|
| 10/29/12   | 11/05/12 | 68      | \$48,025.00  | \$40,821.25 |

**Totals**

| Month         | # Spots   | Gross Amount       | Net Amount         | Rating      |
|---------------|-----------|--------------------|--------------------|-------------|
| November 2012 | 68        | \$48,025.00        | \$40,821.25        | 0.00        |
| <b>Totals</b> | <b>68</b> | <b>\$48,025.00</b> | <b>\$40,821.25</b> | <b>0.00</b> |

**Account Executives**

| Account Executive | Sales Office | Sales Region | Start Date / End Date         | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Amy McCreary      |              |              | Start Of Order - End Of Order | 100%    |

**Order Share**

|        | Share | Total        |
|--------|-------|--------------|
| KSNV   | 20%   | \$48,025.00  |
| Market | 100%  | \$240,125.00 |

**Competitive Share**

|       | Share | Total       |
|-------|-------|-------------|
| CABLE | 0%    | \$0.00      |
| KBLR  | 0%    | \$0.00      |
| KFBT  | 0%    | \$0.00      |
| KINC  | 0%    | \$0.00      |
| KLAS  | 32%   | \$76,840.00 |
| KLVX  | 0%    | \$0.00      |
| KSNV- | 0%    | \$0.00      |
| KTNV  | 21%   | \$50,426.25 |
| KTUD  | 0%    | \$0.00      |
| KVVU  | 25%   | \$60,031.25 |
| KVWB  | 0%    | \$0.00      |
| LV1   | 0%    | \$0.00      |
| UNKWN | 2%    | \$4,802.50  |

| Ln                        | Ch   | Start             | End             | Inventory Code         | Break | Start/End Time | Days              | Len | Spots | Rate        | Pri | Rtg           | Type | Spots | Amount   |
|---------------------------|------|-------------------|-----------------|------------------------|-------|----------------|-------------------|-----|-------|-------------|-----|---------------|------|-------|----------|
| E 3                       | KSNV | 11/05/12          | 11/05/12        | M-F 5-6a WakeUp w/WagM | 5-6a  |                | M-----            | :30 | 1     | \$450.00    | 1   | 0.00          | NM   | 1     | \$450.00 |
| M-F 5-6a WakeUp w/Wagners |      |                   |                 |                        |       |                |                   |     |       |             |     |               |      |       |          |
| NEWS                      |      |                   |                 |                        |       |                |                   |     |       |             |     |               |      |       |          |
|                           |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>        |       |                | <u>Spots/Week</u> |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |          |
| Week:                     |      | 11/05/12          | 11/11/12        | M-----                 |       |                | 1                 |     |       | \$450.00    |     | 0.00          |      |       |          |

Order / Rev: 103694  
 Alt Order #: 06830033  
 Flight Dates: 10/30/12 - 11/05/12

Advertiser: Berkley, Shelley for Senate  
 Product Desc: BERKLEY FOR SENATE  
 Estimate: 30S  
**KSNV**

| Ln                                       | Ch   | Start             | End               | Inventory Code                                     | Break                 | Start/End Time | Days            | Len           | Spots         | Rate       | Pri         | Rtg  | Type | Spots | Amount     |
|--|------|-------------------|-------------------|--|-----------------------|----------------|-----------------|---------------|---------------|------------|-------------|------|------|-------|------------|
| E 3                                      | KSNV | 11/05/12          | 11/05/12          | M-F 5-6a WakeUp w/Wag<br>M-F 5-6a WakeUp w/Wagners | CM                    | 5-6a           | M-----          | :30           | 1             | \$450.00   | 1           | 0.00 | NM   | 1     | \$450.00   |
| NEWS                                     |      |                   |                   |  |                       |                |                 |               |               |            |             |      |      |       |            |
|  |      | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>                                    | <u>Spots/Week</u>     |                | <u>Rate</u>     |               | <u>Rating</u> |            |             |      |      |       |            |
| Week:                                    |      | 11/05/12          | 11/11/12          | M-----   | 1                     |                | \$450.00        |               | 0.00          |            |             |      |      |       |            |
| E 4                                      | KSNV | 10/30/12          | 11/02/12          | M-F 5-6a WakeUp w/Wag<br>M-F 5-6a WakeUp w/Wagners | CM                    | 5-6a           | -TWTF--         | :30           | 4             | \$450.00   | 1           | 0.00 | NM   | 3     | \$1,350.00 |
| NEWS                                     |      |                   |                   |  |                       |                |                 |               |               |            |             |      |      |       |            |
|  |      | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>                                    | <u>Spots/Week</u>     |                | <u>Rate</u>     |               | <u>Rating</u> |            |             |      |      |       |            |
| Week:                                    |      | 10/29/12          | 11/04/12          | -TWTF--  | 3                     |                | \$450.00        |               | 0.00          |            |             |      |      |       |            |
| E 5                                      | KSNV | 10/30/12          | 11/02/12          | M-F 6-7a WakeUp w/Wag<br>M-F 6-7a WakeUp w/Wagners | CM                    | 6-7a           | -TWTF--         | :30           | 4             | \$700.00   | 1           | 0.00 | NM   | 4     | \$2,800.00 |
| NEWS                                     |      |                   |                   |  |                       |                |                 |               |               |            |             |      |      |       |            |
|  |      | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>                                    | <u>Spots/Week</u>     |                | <u>Rate</u>     |               | <u>Rating</u> |            |             |      |      |       |            |
| Week:                                    |      | 10/29/12          | 11/04/12          | -TWTF--  | 4                     |                | \$700.00        |               | 0.00          |            |             |      |      |       |            |
| E 6                                      | KSNV | 11/05/12          | 11/05/12          | M-F 6-7a WakeUp w/Wag<br>M-F 6-7a WakeUp w/Wagners | CM                    | 6-7a           | M-----          | :30           | 1             | \$700.00   | 1           | 0.00 | NM   | 1     | \$700.00   |
| NEWS                                     |      |                   |                   |  |                       |                |                 |               |               |            |             |      |      |       |            |
|  |      | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>                                    | <u>Spots/Week</u>     |                | <u>Rate</u>     |               | <u>Rating</u> |            |             |      |      |       |            |
| Week:                                    |      | 11/05/12          | 11/11/12          | M-----   | 1                     |                | \$700.00        |               | 0.00          |            |             |      |      |       |            |
| E 7                                      | KSNV | 11/05/12          | 11/05/12          | Today Show<br>Today Show                           | CM                    | 658a-9am       | M-----          | :30           | 1             | \$900.00   | 1           | 0.00 | NM   | 1     | \$900.00   |
| TODAY                                    |      |                   |                   |  |                       |                |                 |               |               |            |             |      |      |       |            |
|  |      | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>                                    | <u>Spots/Week</u>     |                | <u>Rate</u>     |               | <u>Rating</u> |            |             |      |      |       |            |
| Week:                                    |      | 11/05/12          | 11/11/12          | M-----   | 1                     |                | \$900.00        |               | 0.00          |            |             |      |      |       |            |
| E 8                                      | KSNV | 10/30/12          | 11/02/12          | Today Show<br>Today Show                           | CM                    | 658a-9am       | -TWTF--         | :30           | 13            | \$900.00   | 1           | 0.00 | NM   | 8     | \$7,200.00 |
| TODAY                                    |      |                   |                   |  |                       |                |                 |               |               |            |             |      |      |       |            |
|  |      | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>                                    | <u>Spots/Week</u>     |                | <u>Rate</u>     |               | <u>Rating</u> |            |             |      |      |       |            |
| Week:                                    |      | 10/29/12          | 11/04/12          | -TWTF--  | 8                     |                | \$900.00        |               | 0.00          |            |             |      |      |       |            |
| E 11                                     | KSNV | 11/05/12          | 11/05/12          | Noon News<br>Noon News                             | CM                    | 12-1230pm      | M-----          | :30           | 1             | \$425.00   | 1           | 0.00 | NM   | 1     | \$425.00   |
| NEWS                                     |      |                   |                   |  |                       |                |                 |               |               |            |             |      |      |       |            |
|  |      | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>                                    | <u>Spots/Week</u>     |                | <u>Rate</u>     |               | <u>Rating</u> |            |             |      |      |       |            |
| Week:                                    |      | 11/05/12          | 11/11/12          | M-----   | 1                     |                | \$425.00        |               | 0.00          |            |             |      |      |       |            |
| E 12                                     | KSNV | 10/30/12          | 11/02/12          | Noon News<br>Noon News                             | CM                    | 12-1230pm      | -TWTF--         | :30           | 4             | \$425.00   | 1           | 0.00 | NM   | 4     | \$1,700.00 |
| NEWS                                     |      |                   |                   |  |                       |                |                 |               |               |            |             |      |      |       |            |
|  |      | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>                                    | <u>Spots/Week</u>     |                | <u>Rate</u>     |               | <u>Rating</u> |            |             |      |      |       |            |
| Week:                                    |      | 10/29/12          | 11/04/12          | -TWTF--  | 4                     |                | \$425.00        |               | 0.00          |            |             |      |      |       |            |
| <u>Spot</u>                              |      | <u>Ch</u>         | <u>Date Range</u> | <u>Description</u>                                 | <u>Start/End Time</u> |                | <u>Weekdays</u> | <u>Length</u> | <u>Rate</u>   | <u>Rtg</u> | <u>Type</u> |      |      |       |            |
| 1  |      | KSNV              | 10/29/12-11/04/12 | Noon News  | 12-1230pm             |                | -TwThF----      | :30           | (\$425.00)    | 0.00       | NM          |      |      |       |            |
| See MG 12.5,12.6                         |      |                   |                   |  |                       |                |                 |               |               |            |             |      |      |       |            |
| [.NOT AVAILABLE RATE] NOT AVAILABLE RATE |      |                   |                   |  |                       |                |                 |               |               |            |             |      |      |       |            |
| 4  |      | KSNV              | 10/29/12-11/04/12 | Noon News  | 12-1230pm             |                | -TwThF----      | :30           | (\$425.00)    | 0.00       | NM          |      |      |       |            |
| See MG 12.5,12.6                         |      |                   |                   |  |                       |                |                 |               |               |            |             |      |      |       |            |
| [.NOT AVAILABLE RATE] NOT AVAILABLE RATE |      |                   |                   |  |                       |                |                 |               |               |            |             |      |      |       |            |
| 5  |      | KSNV              | 10/29/12-11/04/12 | Noon News  | 12-1230pm             |                | -TwThF----      | :30           | \$425.00      | 0.00       | NM          |      |      |       |            |
| Ⓜ MG for 12.1,12.4                       |      |                   |                   |  |                       |                |                 |               |               |            |             |      |      |       |            |
| [revised to reinstate at level 1]        |      |                   |                   |  |                       |                |                 |               |               |            |             |      |      |       |            |
| 6  |      | KSNV              | 10/29/12-11/04/12 | Noon News  | 12-1230pm             |                | -TwThF----      | :30           | \$425.00      | 0.00       | NM          |      |      |       |            |
| Ⓜ MG for 12.1,12.4                       |      |                   |                   |  |                       |                |                 |               |               |            |             |      |      |       |            |
| [revised to reinstate at level 1]        |      |                   |                   |  |                       |                |                 |               |               |            |             |      |      |       |            |
| E 13                                     | KSNV | 10/30/12          | 11/02/12          | M-F Today Show II 3rd Hour<br>M-F Today Show II    | CM                    | 9-10a          | -TWTF--         | :30           | 2             | \$425.00   | 1           | 0.00 | NM   | 4     | \$1,700.00 |
| TODAY II                                 |      |                   |                   |  |                       |                |                 |               |               |            |             |      |      |       |            |
|  |      | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>                                    | <u>Spots/Week</u>     |                | <u>Rate</u>     |               | <u>Rating</u> |            |             |      |      |       |            |
| Week:                                    |      | 10/29/12          | 11/04/12          | -TWTF--  | 3                     |                | \$425.00        |               | 0.00          |            |             |      |      |       |            |

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 Alt Order #: 06830033  
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Advertiser: Berkley, Shelley for Senate  
 Product Desc: BERKLEY FOR SENATE  
 Estimate: 30S  
**KSNV**

| Ln   | Ch        | Start             | End             | Inventory Code                                | Break             | Start/End Time        | Days            | Len           | Spots         | Rate                  | Pri | Rtg        | Type        | Spots | Amount     |
|--|-----------|-------------------|-----------------|---|-------------------|-----------------------|-----------------|---------------|---------------|-----------------------|-----|------------|-------------|-------|------------|
| E 13   | KSNV      | 10/30/12          | 11/02/12        | M-F Today Show II 3rd Hr<br>M-F Today Show II | CM                | 9-10a                 | -TWTF--         | :30           | 2             | \$425.00              | 1   | 0.00       | NM          | 4     | \$1,700.00 |
| TODAY II   |           |                   |                 |   |                   |                       |                 |               |               |                       |     |            |             |       |            |
|  |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                               | <u>Spots/Week</u> |                       | <u>Rate</u>     |               | <u>Rating</u> |                       |     |            |             |       |            |
| Week:  |           | 10/29/12          | 11/04/12        | -TWTF--                                       | 3                 |                       | \$425.00        |               | 0.00          |                       |     |            |             |       |            |
| <u>Spot</u>  | <u>Ch</u> | <u>Date Range</u> |                 | <u>Description</u>                            |                   | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> |               | <u>Rate</u>           |     | <u>Rtg</u> | <u>Type</u> |       |            |
| 1  | KSNV      | 10/29/12-11/04/12 |                 | M-F Today Show II 3rd Hr                      |                   | 9-10a                 | -TwThF----      | :30           |               | <del>(\$425.00)</del> |     | 0.00       | NM          |       |            |
| See MG 13.9, 13.10, 13.11, 13.12, 13.13, 13.14, 13.15, 13.16<br>[.NOT AVAILABLE RATE] NOT AVAILABLE RATE |           |                   |                 |   |                   |                       |                 |               |               |                       |     |            |             |       |            |
| 6  | KSNV      | 10/29/12-11/04/12 |                 | M-F Today Show II 3rd Hr                      |                   | 9-10a                 | -TwThF----      | :30           |               | <del>(\$425.00)</del> |     | 0.00       | NM          |       |            |
| See MG 13.9, 13.10, 13.11, 13.12, 13.13, 13.14, 13.15, 13.16<br>[.NOT AVAILABLE RATE] NOT AVAILABLE RATE |           |                   |                 |   |                   |                       |                 |               |               |                       |     |            |             |       |            |
| 7  | KSNV      | 10/29/12-11/04/12 |                 | M-F Today Show II 3rd Hr                      |                   | 9-10a                 | -TwThF----      | :30           |               | <del>(\$425.00)</del> |     | 0.00       | NM          |       |            |
| See MG 13.9, 13.10, 13.11, 13.12, 13.13, 13.14, 13.15, 13.16<br>[.NOT AVAILABLE RATE] NOT AVAILABLE RATE |           |                   |                 |   |                   |                       |                 |               |               |                       |     |            |             |       |            |
| 12   | KSNV      | 10/29/12-11/04/12 |                 | M-F Today Show II 3rd Hr                      |                   | 9-10a                 | -TwThF----      | :30           |               | \$425.00              |     | 0.00       | NM          |       |            |
| Ⓜ MG for 13.1, 13.6, 13.4, 13.8, 13.7, 13.2, 13.3, 13.5<br>[revised to reinstate at level 1]             |           |                   |                 |   |                   |                       |                 |               |               |                       |     |            |             |       |            |
| 13   | KSNV      | 10/29/12-11/04/12 |                 | M-F Today Show II 3rd Hr                      |                   | 9-10a                 | -TwThF----      | :30           |               | \$425.00              |     | 0.00       | NM          |       |            |
| Ⓜ MG for 13.1, 13.6, 13.4, 13.8, 13.7, 13.2, 13.3, 13.5<br>[revised to reinstate at level 1]             |           |                   |                 |   |                   |                       |                 |               |               |                       |     |            |             |       |            |
| 15   | KSNV      | 10/29/12-11/04/12 |                 | M-F Today Show II 3rd Hr                      |                   | 9-10a                 | -TwThF----      | :30           |               | \$425.00              |     | 0.00       | NM          |       |            |
| Ⓜ MG for 13.1, 13.6, 13.4, 13.8, 13.7, 13.2, 13.3, 13.5<br>[revised to reinstate at level 1]             |           |                   |                 |   |                   |                       |                 |               |               |                       |     |            |             |       |            |
| 16   | KSNV      | 10/29/12-11/04/12 |                 | M-F Today Show II 3rd Hr                      |                   | 9-10a                 | -TwThF----      | :30           |               | \$425.00              |     | 0.00       | NM          |       |            |
| Ⓜ MG for 13.1, 13.6, 13.4, 13.8, 13.7, 13.2, 13.3, 13.5<br>[revised to reinstate at level 1]             |           |                   |                 |   |                   |                       |                 |               |               |                       |     |            |             |       |            |
| E 16   | KSNV      | 10/30/12          | 11/02/12        | The Agenda 1230pm<br>The Agenda 1230pm        | CM                | 1230-1p               | -TWTF--         | :30           | 1             | \$325.00              | 1   | 0.00       | NM          | 1     | \$325.00   |
| AGENDAY  |           |                   |                 |   |                   |                       |                 |               |               |                       |     |            |             |       |            |
|  |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                               | <u>Spots/Week</u> |                       | <u>Rate</u>     |               | <u>Rating</u> |                       |     |            |             |       |            |
| Week:  |           | 10/29/12          | 11/04/12        | -TWTF--                                       | 1                 |                       | \$325.00        |               | 0.00          |                       |     |            |             |       |            |
| E 17   | KSNV      | 10/30/12          | 11/02/12        | Rachael Ray<br>Rachael Ray                    | CM                | 11am-12pm             | -TWTF--         | :30           | 3             | \$325.00              | 1   | 0.00       | NM          | 2     | \$650.00   |
| RACHEL RAY   |           |                   |                 |   |                   |                       |                 |               |               |                       |     |            |             |       |            |
|  |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                               | <u>Spots/Week</u> |                       | <u>Rate</u>     |               | <u>Rating</u> |                       |     |            |             |       |            |
| Week:  |           | 10/29/12          | 11/04/12        | -TWTF--                                       | 3                 |                       | \$325.00        |               | 0.00          |                       |     |            |             |       |            |
| <u>Spot</u>  | <u>Ch</u> | <u>Date Range</u> |                 | <u>Description</u>                            |                   | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> |               | <u>Rate</u>           |     | <u>Rtg</u> | <u>Type</u> |       |            |
| 2  | KSNV      | 10/29/12-11/04/12 |                 | Rachael Ray                                   |                   | 11am-12pm             | -TwThF----      | :30           |               | <del>(\$325.00)</del> |     | 0.00       | NM          |       |            |
| See MG 17.5, 17.6, 17.7, 17.8<br>[.NOT AVAILABLE RATE] NOT AVAILABLE RATE                                |           |                   |                 |   |                   |                       |                 |               |               |                       |     |            |             |       |            |
| 3  | KSNV      | 10/29/12-11/04/12 |                 | Rachael Ray                                   |                   | 11am-12pm             | -TwThF----      | :30           |               | <del>(\$325.00)</del> |     | 0.00       | NM          |       |            |
| See MG 17.5, 17.6, 17.7, 17.8<br>[.NOT AVAILABLE RATE] NOT AVAILABLE RATE                                |           |                   |                 |   |                   |                       |                 |               |               |                       |     |            |             |       |            |
| 4  | KSNV      | 10/29/12-11/04/12 |                 | Rachael Ray                                   |                   | 11am-12pm             | -TwThF----      | :30           |               | <del>(\$325.00)</del> |     | 0.00       | NM          |       |            |
| See MG 17.5, 17.6, 17.7, 17.8<br>[.NOT AVAILABLE RATE] NOT AVAILABLE RATE                                |           |                   |                 |   |                   |                       |                 |               |               |                       |     |            |             |       |            |
| 5  | KSNV      | 10/29/12-11/04/12 |                 | Rachael Ray                                   |                   | 11am-12pm             | -TwThF----      | :30           |               | \$325.00              |     | 0.00       | NM          |       |            |
| Ⓜ MG for 17.3, 17.4, 17.2, 17.1<br>[revised to reinstate at level 1]                                     |           |                   |                 |   |                   |                       |                 |               |               |                       |     |            |             |       |            |
| 6  | KSNV      | 10/29/12-11/04/12 |                 | Rachael Ray                                   |                   | 11am-12pm             | -TwThF----      | :30           |               | \$325.00              |     | 0.00       | NM          |       |            |
| Ⓜ MG for 17.3, 17.4, 17.2, 17.1<br>[revised to reinstate at level 1]                                     |           |                   |                 |   |                   |                       |                 |               |               |                       |     |            |             |       |            |
| E 20   | KSNV      | 10/30/12          | 11/02/12        | M-F Today Show III 4th Hr<br>Today 4th Hour   | CM                | 10am-11am             | -TWTF--         | :30           | 3             | \$325.00              | 1   | 0.00       | NM          | 2     | \$650.00   |
| TODAY 3  |           |                   |                 |   |                   |                       |                 |               |               |                       |     |            |             |       |            |
|  |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                               | <u>Spots/Week</u> |                       | <u>Rate</u>     |               | <u>Rating</u> |                       |     |            |             |       |            |
| Week:  |           | 10/29/12          | 11/04/12        | -TWTF--                                       | 3                 |                       | \$325.00        |               | 0.00          |                       |     |            |             |       |            |

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 Alt Order #: 06830033  
 Flight Dates: 10/30/12 - 11/05/12

Advertiser: Berkley, Shelley for Senate  
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 Estimate: 30S  
**KSNV**

| Ln   | Ch        | Start             | End                       | Inventory Code                               | Break                 | Start/End Time             | Days            | Len           | Spots                 | Rate       | Pri         | Rtg  | Type | Spots | Amount     |
|--|-----------|-------------------|---------------------------|--|-----------------------|----------------------------|-----------------|---------------|-----------------------|------------|-------------|------|------|-------|------------|
| E 20   | KSNV      | 10/30/12          | 11/02/12                  | M-F Today Show III 4th Hr<br>Today 4th Hour  | CM                    | 10am-11am                  | -TWTF--         | :30           | 3                     | \$325.00   | 1           | 0.00 | NM   | 2     | \$650.00   |
| TODAY 3  |           |                   |                           |  |                       |                            |                 |               |                       |            |             |      |      |       |            |
|  |           | <u>Start Date</u> | <u>End Date</u>           | <u>Weekdays</u>                              | <u>Spots/Week</u>     |                            | <u>Rate</u>     |               | <u>Rating</u>         |            |             |      |      |       |            |
| Week:  |           | 10/29/12          | 11/04/12                  | -TWTF--                                      | 3                     |                            | \$325.00        |               | 0.00                  |            |             |      |      |       |            |
| <u>Spot</u>  | <u>Ch</u> | <u>Date Range</u> | <u>Description</u>        |  | <u>Start/End Time</u> |                            | <u>Weekdays</u> | <u>Length</u> | <u>Rate</u>           | <u>Rtg</u> | <u>Type</u> |      |      |       |            |
| 1  | KSNV      | 10/29/12-11/04/12 | M-F Today Show III 4th Hr |  | 10am-11am             |                            | -TwThF----      | :30           | <del>(\$325.00)</del> | 0.00       | NM          |      |      |       |            |
| See MG 20.5,20.6,20.7,20.8<br>[.NOT AVAILABLE RATE] NOT AVAILABLE RATE |           |                   |                           |  |                       |                            |                 |               |                       |            |             |      |      |       |            |
| 2  | KSNV      | 10/29/12-11/04/12 | M-F Today Show III 4th Hr |  | 10am-11am             |                            | -TwThF----      | :30           | <del>(\$325.00)</del> | 0.00       | NM          |      |      |       |            |
| See MG 20.5,20.6,20.7,20.8<br>[.NOT AVAILABLE RATE] NOT AVAILABLE RATE |           |                   |                           |  |                       |                            |                 |               |                       |            |             |      |      |       |            |
| 4  | KSNV      | 10/29/12-11/04/12 | M-F Today Show III 4th Hr |  | 10am-11am             |                            | -TwThF----      | :30           | <del>(\$325.00)</del> | 0.00       | NM          |      |      |       |            |
| See MG 20.5,20.6,20.7,20.8<br>[.NOT AVAILABLE RATE] NOT AVAILABLE RATE |           |                   |                           |  |                       |                            |                 |               |                       |            |             |      |      |       |            |
| 6  | KSNV      | 10/29/12-11/04/12 | M-F Today Show III 4th Hr |  | 10am-11am             |                            | -TwThF----      | :30           | \$325.00              | 0.00       | NM          |      |      |       |            |
| Ⓜ MG for 20.1,20.4,20.3,20.2<br>[revised to reinstate at level 1]      |           |                   |                           |  |                       |                            |                 |               |                       |            |             |      |      |       |            |
| 7  | KSNV      | 10/29/12-11/04/12 | M-F Today Show III 4th Hr |  | 10am-11am             |                            | -TwThF----      | :30           | \$325.00              | 0.00       | NM          |      |      |       |            |
| Ⓜ MG for 20.1,20.4,20.3,20.2<br>[revised to reinstate at level 1]      |           |                   |                           |  |                       |                            |                 |               |                       |            |             |      |      |       |            |
| E 21   | KSNV      | 10/30/12          | 11/02/12                  | Dr. Phil<br>Dr Phil                          | CM                    | 3-4p                       | -TWTF--         | :30           | 6                     | \$450.00   | 1           | 0.00 | NM   | 3     | \$1,350.00 |
| PHIL   |           |                   |                           |  |                       |                            |                 |               |                       |            |             |      |      |       |            |
|  |           | <u>Start Date</u> | <u>End Date</u>           | <u>Weekdays</u>                              | <u>Spots/Week</u>     |                            | <u>Rate</u>     |               | <u>Rating</u>         |            |             |      |      |       |            |
| Week:  |           | 10/29/12          | 11/04/12                  | -TWTF--                                      | 3                     |                            | \$450.00        |               | 0.00                  |            |             |      |      |       |            |
| <u>Spot</u>  | <u>Ch</u> | <u>Date Range</u> | <u>Description</u>        |  | <u>Start/End Time</u> |                            | <u>Weekdays</u> | <u>Length</u> | <u>Rate</u>           | <u>Rtg</u> | <u>Type</u> |      |      |       |            |
| 1  | KSNV      | 10/29/12-11/04/12 | Dr. Phil                  |  | 3-4p                  |                            | -TwThF----      | :30           | <del>(\$450.00)</del> | 0.00       | NM          |      |      |       |            |
| See MG 21.9,21.10<br>[.NOT AVAILABLE RATE] NOT AVAILABLE RATE          |           |                   |                           |  |                       |                            |                 |               |                       |            |             |      |      |       |            |
| 6  | KSNV      | 10/29/12-11/04/12 | Dr. Phil                  |  | 3-4p                  |                            | -TwThF----      | :30           | <del>(\$450.00)</del> | 0.00       | NM          |      |      |       |            |
| See MG 21.9,21.10<br>[.NOT AVAILABLE RATE] NOT AVAILABLE RATE          |           |                   |                           |  |                       |                            |                 |               |                       |            |             |      |      |       |            |
| 9  | KSNV      | 10/29/12-11/04/12 | Dr. Phil                  |  | 3-4p                  |                            | -TwThF----      | :30           | \$450.00              | 0.00       | NM          |      |      |       |            |
| Ⓜ MG for 21.6,21.1<br>[revised to reinstate at level 1]                |           |                   |                           |  |                       |                            |                 |               |                       |            |             |      |      |       |            |
| 10   | KSNV      | 10/29/12-11/04/12 | Dr. Phil                  |  | 3-4p                  |                            | -TwThF----      | :30           | \$450.00              | 0.00       | NM          |      |      |       |            |
| Ⓜ MG for 21.6,21.1<br>[revised to reinstate at level 1]                |           |                   |                           |  |                       |                            |                 |               |                       |            |             |      |      |       |            |
| E 23   | KSNV      | 11/05/12          | 11/05/12                  | NEWS 3 at 4 (1 HOUR)<br>4PM NEWS (1 hour)    | CM                    | 4-5pm<br>(4:30 PM-5:00 PM) | M-----          | :30           | 1                     | \$725.00   | 1           | 0.00 | NM   | 1     | \$725.00   |
| NEWS   |           |                   |                           |  |                       |                            |                 |               |                       |            |             |      |      |       |            |
|  |           | <u>Start Date</u> | <u>End Date</u>           | <u>Weekdays</u>                              | <u>Spots/Week</u>     |                            | <u>Rate</u>     |               | <u>Rating</u>         |            |             |      |      |       |            |
| Week:  |           | 11/05/12          | 11/11/12                  | M-----                                       | 1                     |                            | \$725.00        |               | 0.00                  |            |             |      |      |       |            |
| E 24   | KSNV      | 10/30/12          | 11/02/12                  | NEWS 3 at 4 (1 HOUR)<br>4PM NEWS (1 hour)    | CM                    | 4-5pm<br>(4:30 PM-5:00 PM) | -TW-F--         | :30           | 4                     | \$725.00   | 1           | 0.00 | NM   | 2     | \$1,450.00 |
| NEWS   |           |                   |                           |  |                       |                            |                 |               |                       |            |             |      |      |       |            |
|  |           | <u>Start Date</u> | <u>End Date</u>           | <u>Weekdays</u>                              | <u>Spots/Week</u>     |                            | <u>Rate</u>     |               | <u>Rating</u>         |            |             |      |      |       |            |
| Week:  |           | 10/29/12          | 11/04/12                  | -TW-F--                                      | 2                     |                            | \$725.00        |               | 0.00                  |            |             |      |      |       |            |
| E 25   | KSNV      | 10/30/12          | 11/02/12                  | NEWS 3 at 4 (1 HOUR)<br>4PM NEWS (1 hour)    | CM                    | 4-5pm<br>(4:00 PM-4:30 PM) | -TW-F--         | :30           | 3                     | \$725.00   | 1           | 0.00 | NM   | 2     | \$1,450.00 |
| NEWS   |           |                   |                           |  |                       |                            |                 |               |                       |            |             |      |      |       |            |
|  |           | <u>Start Date</u> | <u>End Date</u>           | <u>Weekdays</u>                              | <u>Spots/Week</u>     |                            | <u>Rate</u>     |               | <u>Rating</u>         |            |             |      |      |       |            |
| Week:  |           | 10/29/12          | 11/04/12                  | -TW-F--                                      | 2                     |                            | \$725.00        |               | 0.00                  |            |             |      |      |       |            |
| E 28   | KSNV      | 10/30/12          | 11/02/12                  | M-F Early News<br>M-F Early News             | CM                    | 5-630p                     | -TWTF--         | :30           | 6                     | \$1,200.00 | 1           | 0.00 | NM   | 3     | \$3,600.00 |
| NEWS   |           |                   |                           |  |                       |                            |                 |               |                       |            |             |      |      |       |            |
|  |           | <u>Start Date</u> | <u>End Date</u>           | <u>Weekdays</u>                              | <u>Spots/Week</u>     |                            | <u>Rate</u>     |               | <u>Rating</u>         |            |             |      |      |       |            |
| Week:  |           | 10/29/12          | 11/04/12                  | -TWTF--                                      | 3                     |                            | \$1,200.00      |               | 0.00                  |            |             |      |      |       |            |
| E 29   | KSNV      | 10/30/12          | 11/02/12                  | Ralston Reports<br>Face to Face w/ J.Ralston | CM                    | 730-758pm                  | -TWTF--         | :30           | 3                     | \$900.00   | 1           | 0.00 | NM   | 2     | \$1,800.00 |

|               |                             |
|---------------|-----------------------------|
| Advertiser:   | Berkley, Shelley for Senate |
| Product Desc: | BERKLEY FOR SENATE          |
| Estimate:     | 30S                         |

**KSNV**

| Ln  | Ch        | Start             | End                | Inventory Code  | Break | Start/End Time        | Days            | Len           | Spots                   | Rate       | Pri         | Rtg  | Type | Spots | Amount     |
|---|-----------|-------------------|--------------------|-----------------|-------|-----------------------|-----------------|---------------|-------------------------|------------|-------------|------|------|-------|------------|
| FACE  |           |                   |                    |                 |       |                       |                 |               |                         |            |             |      |      |       |            |
|   |           | <u>Start Date</u> | <u>End Date</u>    | <u>Weekdays</u> |       | <u>Spots/Week</u>     |                 | <u>Rate</u>   | <u>Rating</u>           |            |             |      |      |       |            |
| Week:   | 10/29/12  | 11/04/12          | -TWTF--            |                 |       | 3                     |                 | \$900.00      | 0.00                    |            |             |      |      |       |            |
| <u>Spot</u>   | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> |                 |       | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | <u>Rate</u>             | <u>Rtg</u> | <u>Type</u> |      |      |       |            |
| 2   | KSNV      | 10/29/12-11/04/12 | Ralston Reports    |                 |       | 730-758pm             | -TWThF----      | :30           | <del>(\$900.00)</del>   | 0.00       | NM          |      |      |       |            |
| See MG 29.5,29.6,29.7,29.8<br>[.NOT AVAILABLE RATE] NOT AVAILABLE RATE          |           |                   |                    |                 |       |                       |                 |               |                         |            |             |      |      |       |            |
| 3   | KSNV      | 10/29/12-11/04/12 | Ralston Reports    |                 |       | 730-758pm             | -TWThF----      | :30           | <del>(\$900.00)</del>   | 0.00       | NM          |      |      |       |            |
| See MG 29.5,29.6,29.7,29.8<br>[.NOT AVAILABLE RATE] NOT AVAILABLE RATE          |           |                   |                    |                 |       |                       |                 |               |                         |            |             |      |      |       |            |
| 4   | KSNV      | 10/29/12-11/04/12 | Ralston Reports    |                 |       | 730-758pm             | -TWThF----      | :30           | <del>(\$900.00)</del>   | 0.00       | NM          |      |      |       |            |
| See MG 29.5,29.6,29.7,29.8<br>[.NOT AVAILABLE RATE] NOT AVAILABLE RATE          |           |                   |                    |                 |       |                       |                 |               |                         |            |             |      |      |       |            |
| 7   | KSNV      | 10/29/12-11/04/12 | Ralston Reports    |                 |       | 730-758pm             | -TWThF----      | :30           | \$900.00                | 0.00       | NM          |      |      |       |            |
| Ⓜ MG for 29.1,29.2,29.4,29.3<br>[revised to reinstate at level 1]               |           |                   |                    |                 |       |                       |                 |               |                         |            |             |      |      |       |            |
| 8   | KSNV      | 10/29/12-11/04/12 | Ralston Reports    |                 |       | 730-758pm             | -TWThF----      | :30           | \$900.00                | 0.00       | NM          |      |      |       |            |
| Ⓜ MG for 29.1,29.2,29.4,29.3<br>[revised to reinstate at level 1]               |           |                   |                    |                 |       |                       |                 |               |                         |            |             |      |      |       |            |
| E 30  | KSNV      | 11/05/12          | 11/05/12           | Ralston Reports | CM    | 730-758pm             | M-----          | :30           | 1                       | \$900.00   | 1           | 0.00 | NM   | 1     | \$900.00   |
| Face to Face w/ J.Ralston   |           |                   |                    |                 |       |                       |                 |               |                         |            |             |      |      |       |            |
| FACE  |           |                   |                    |                 |       |                       |                 |               |                         |            |             |      |      |       |            |
|   |           | <u>Start Date</u> | <u>End Date</u>    | <u>Weekdays</u> |       | <u>Spots/Week</u>     |                 | <u>Rate</u>   | <u>Rating</u>           |            |             |      |      |       |            |
| Week:   | 11/05/12  | 11/11/12          | M-----             |                 |       | 1                     |                 | \$900.00      | 0.00                    |            |             |      |      |       |            |
| <u>Spot</u>   | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> |                 |       | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | <u>Rate</u>             | <u>Rtg</u> | <u>Type</u> |      |      |       |            |
| 1   | KSNV      | 11/05/12-11/11/12 | Ralston Reports    |                 |       | 730-758pm             | M-----          | :30           | <del>(\$900.00)</del>   | 0.00       | NM          |      |      |       |            |
| See MG 30.2<br>[.NOT AVAILABLE RATE] NOT AVAILABLE RATE                         |           |                   |                    |                 |       |                       |                 |               |                         |            |             |      |      |       |            |
| 2   | KSNV      | 11/05/12-11/11/12 | Ralston Reports    |                 |       | 730-758pm             | M-----          | :30           | \$900.00                | 0.00       | NM          |      |      |       |            |
| Ⓜ MG for 30.1 11/05<br>[revised to reinstate at level 1]                        |           |                   |                    |                 |       |                       |                 |               |                         |            |             |      |      |       |            |
| E 32  | KSNV      | 10/30/12          | 11/02/12           | M-F Jeop/Wheel  | CM    | 630-730pm             | -TWTF--         | :30           | 7                       | \$1,300.00 | 1           | 0.00 | NM   | 4     | \$5,200.00 |
| M-F Jeopardy/Wheel of Fortune   |           |                   |                    |                 |       |                       |                 |               |                         |            |             |      |      |       |            |
| JEP/WHEEL   |           |                   |                    |                 |       |                       |                 |               |                         |            |             |      |      |       |            |
|   |           | <u>Start Date</u> | <u>End Date</u>    | <u>Weekdays</u> |       | <u>Spots/Week</u>     |                 | <u>Rate</u>   | <u>Rating</u>           |            |             |      |      |       |            |
| Week:   | 10/29/12  | 11/04/12          | -TWTF--            |                 |       | 4                     |                 | \$1,300.00    | 0.00                    |            |             |      |      |       |            |
| <u>Spot</u>   | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> |                 |       | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | <u>Rate</u>             | <u>Rtg</u> | <u>Type</u> |      |      |       |            |
| 1   | KSNV      | 10/29/12-11/04/12 | M-F Jeop/Wheel     |                 |       | 630-730pm             | -TWThF----      | :30           | <del>(\$1,300.00)</del> | 0.00       | NM          |      |      |       |            |
| See MG 32.9,32.10,32.11,32.12,32.13<br>[.NOT AVAILABLE RATE] NOT AVAILABLE RATE |           |                   |                    |                 |       |                       |                 |               |                         |            |             |      |      |       |            |
| 2   | KSNV      | 10/29/12-11/04/12 | M-F Jeop/Wheel     |                 |       | 630-730pm             | -TWThF----      | :30           | <del>(\$1,300.00)</del> | 0.00       | NM          |      |      |       |            |
| See MG 32.9,32.10,32.11,32.12,32.13<br>[.NOT AVAILABLE RATE] NOT AVAILABLE RATE |           |                   |                    |                 |       |                       |                 |               |                         |            |             |      |      |       |            |
| 5   | KSNV      | 10/29/12-11/04/12 | M-F Jeop/Wheel     |                 |       | 630-730pm             | -TWThF----      | :30           | <del>(\$1,300.00)</del> | 0.00       | NM          |      |      |       |            |
| See MG 32.9,32.10,32.11,32.12,32.13<br>[.NOT AVAILABLE RATE] NOT AVAILABLE RATE |           |                   |                    |                 |       |                       |                 |               |                         |            |             |      |      |       |            |
| 6   | KSNV      | 10/29/12-11/04/12 | M-F Jeop/Wheel     |                 |       | 630-730pm             | -TWThF----      | :30           | <del>(\$1,300.00)</del> | 0.00       | NM          |      |      |       |            |
| See MG 32.9,32.10,32.11,32.12,32.13<br>[.NOT AVAILABLE RATE] NOT AVAILABLE RATE |           |                   |                    |                 |       |                       |                 |               |                         |            |             |      |      |       |            |
| 9   | KSNV      | 10/29/12-11/04/12 | M-F Jeop/Wheel     |                 |       | 630-730pm             | -TWThF----      | :30           | \$1,300.00              | 0.00       | NM          |      |      |       |            |
| Ⓜ MG for 32.8,32.6,32.2,32.1,32.5<br>[revised to reinstate at level 1]          |           |                   |                    |                 |       |                       |                 |               |                         |            |             |      |      |       |            |
| 10  | KSNV      | 10/29/12-11/04/12 | M-F Jeop/Wheel     |                 |       | 630-730pm             | -TWThF----      | :30           | \$1,300.00              | 0.00       | NM          |      |      |       |            |
| Ⓜ MG for 32.8,32.6,32.2,32.1,32.5<br>[revised to reinstate at level 1]          |           |                   |                    |                 |       |                       |                 |               |                         |            |             |      |      |       |            |
| 12  | KSNV      | 10/29/12-11/04/12 | M-F Jeop/Wheel     |                 |       | 630-730pm             | -TWThF----      | :30           | \$1,300.00              | 0.00       | NM          |      |      |       |            |
| Ⓜ MG for 32.8,32.6,32.2,32.1,32.5<br>[revised to reinstate at level 1]          |           |                   |                    |                 |       |                       |                 |               |                         |            |             |      |      |       |            |
| 13  | KSNV      | 10/29/12-11/04/12 | M-F Jeop/Wheel     |                 |       | 630-730pm             | -TWThF----      | :30           | \$1,300.00              | 0.00       | NM          |      |      |       |            |
| Ⓜ MG for 32.8,32.6,32.2,32.1,32.5<br>[revised to reinstate at level 1]          |           |                   |                    |                 |       |                       |                 |               |                         |            |             |      |      |       |            |

Order / Rev: 103694  
 Alt Order #: 06830033  
 Flight Dates: 10/30/12 - 11/05/12

Advertiser: Berkley, Shelley for Senate  
 Product Desc: BERKLEY FOR SENATE  
 Estimate: 30S

KSNV

| Ln  | Ch        | Start             | End                 | Inventory Code                             | Break | Start/End Time        | Days            | Len           | Spots | Rate                  | Pri | Rtg        | Type        | Spots | Amount     |
|---|-----------|-------------------|---------------------|--|-------|-----------------------|-----------------|---------------|-------|-----------------------|-----|------------|-------------|-------|------------|
| E 41  | KSNV      | 10/30/12          | 11/02/12            | Late Night w/Fallon<br>Late Night w/Fallon | CM    | 1237a-136am           | -TWTF--         | :30           | 6     | \$250.00              | 1   | 0.00       | NM          | 4     | \$1,000.00 |
| FALLON  |           |                   |                     |  |       |                       |                 |               |       |                       |     |            |             |       |            |
|   |           | <u>Start Date</u> | <u>End Date</u>     | <u>Weekdays</u>                            |       | <u>Spots/Week</u>     |                 | <u>Rate</u>   |       | <u>Rating</u>         |     |            |             |       |            |
| Week:   |           | 10/29/12          | 11/04/12            | -TWTF--                                    |       | 2                     |                 | \$250.00      |       | 0.00                  |     |            |             |       |            |
| <u>Spot</u>   | <u>Ch</u> | <u>Date Range</u> | <u>Description</u>  |  |       | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> |       | <u>Rate</u>           |     | <u>Rtg</u> | <u>Type</u> |       |            |
| 1   | KSNV      | 10/29/12-11/04/12 | Late Night w/Fallon |  |       | 1237a-136am           | -TwThF----      | :30           |       | <del>(\$250.00)</del> |     | 0.00       | NM          |       |            |
| See MG 41.9,41.10,41.11,41.12,41.13,41.14,41.15,41.16<br>[.NOT AVAILABLE RATE] NOT AVAILABLE RATE |           |                   |                     |  |       |                       |                 |               |       |                       |     |            |             |       |            |
| 6   | KSNV      | 10/29/12-11/04/12 | Late Night w/Fallon |  |       | 1237a-136am           | -TwThF----      | :30           |       | <del>(\$250.00)</del> |     | 0.00       | NM          |       |            |
| See MG 41.9,41.10,41.11,41.12,41.13,41.14,41.15,41.16<br>[.NOT AVAILABLE RATE] NOT AVAILABLE RATE |           |                   |                     |  |       |                       |                 |               |       |                       |     |            |             |       |            |
| 11  | KSNV      | 10/29/12-11/04/12 | Late Night w/Fallon |  |       | 1237a-136am           | -TwThF----      | :30           |       | \$250.00              |     | 0.00       | NM          |       |            |
| Ⓜ MG for 41.6,41.1,41.8,41.4,41.5,41.3,41.2,41.7<br>[revised to reinstate at level 1]             |           |                   |                     |  |       |                       |                 |               |       |                       |     |            |             |       |            |
| 13  | KSNV      | 10/29/12-11/04/12 | Late Night w/Fallon |  |       | 1237a-136am           | -TwThF----      | :30           |       | \$250.00              |     | 0.00       | NM          |       |            |
| Ⓜ MG for 41.6,41.1,41.8,41.4,41.5,41.3,41.2,41.7<br>[revised to reinstate at level 1]             |           |                   |                     |  |       |                       |                 |               |       |                       |     |            |             |       |            |
| 14  | KSNV      | 10/29/12-11/04/12 | Late Night w/Fallon |  |       | 1237a-136am           | -TwThF----      | :30           |       | \$250.00              |     | 0.00       | NM          |       |            |
| Ⓜ MG for 41.6,41.1,41.8,41.4,41.5,41.3,41.2,41.7<br>[revised to reinstate at level 1]             |           |                   |                     |  |       |                       |                 |               |       |                       |     |            |             |       |            |
| 15  | KSNV      | 10/29/12-11/04/12 | Late Night w/Fallon |  |       | 1237a-136am           | -TwThF----      | :30           |       | \$250.00              |     | 0.00       | NM          |       |            |
| Ⓜ MG for 41.6,41.1,41.8,41.4,41.5,41.3,41.2,41.7<br>[revised to reinstate at level 1]             |           |                   |                     |  |       |                       |                 |               |       |                       |     |            |             |       |            |
| 16  | KSNV      | 10/29/12-11/04/12 | Late Night w/Fallon |  |       | 1237a-136am           | -TwThF----      | :30           |       | <del>(\$250.00)</del> |     | 0.00       | NM          |       |            |
| Ⓜ Credited<br>[CREDIT-REFUND]   |           |                   |                     |  |       |                       |                 |               |       |                       |     |            |             |       |            |
| E 44  | KSNV      | 10/30/12          | 11/02/12            | The Tonight Show<br>Tonight Show           | CM    | 1135p-1237a           | -TWTF--         | :30           | 7     | \$500.00              | 1   | 0.00       | NM          | 4     | \$2,000.00 |
| TON SHOW  |           |                   |                     |  |       |                       |                 |               |       |                       |     |            |             |       |            |
|   |           | <u>Start Date</u> | <u>End Date</u>     | <u>Weekdays</u>                            |       | <u>Spots/Week</u>     |                 | <u>Rate</u>   |       | <u>Rating</u>         |     |            |             |       |            |
| Week:   |           | 10/29/12          | 11/04/12            | -TWTF--                                    |       | 7                     |                 | \$500.00      |       | 0.00                  |     |            |             |       |            |

Order / Rev: 103694  
 Alt Order #: 06830033  
 Flight Dates: 10/30/12 - 11/05/12

Advertiser: Berkley, Shelley for Senate  
 Product Desc: BERKLEY FOR SENATE  
 Estimate: 30S  
**KSNV**

| Ln  | Ch        | Start             | End                | Inventory Code                                   | Break             | Start/End Time  | Days          | Len         | Spots         | Rate        | Pri | Rtg  | Type | Spots | Amount     |
|---|-----------|-------------------|--------------------|--|-------------------|-----------------|---------------|-------------|---------------|-------------|-----|------|------|-------|------------|
| E 44  | KSNV      | 10/30/12          | 11/02/12           | The Tonight Show<br>Tonight Show                 | CM                | 1135p-1237a     | -TWTF--       | :30         | 7             | \$500.00    | 1   | 0.00 | NM   | 4     | \$2,000.00 |
| TON SHOW  |           |                   |                    |  |                   |                 |               |             |               |             |     |      |      |       |            |
|   |           | <u>Start Date</u> | <u>End Date</u>    | <u>Weekdays</u>                                  | <u>Spots/Week</u> |                 | <u>Rate</u>   |             | <u>Rating</u> |             |     |      |      |       |            |
| Week:   |           | 10/29/12          | 11/04/12           | -TWTF--  | 7                 |                 | \$500.00      |             | 0.00          |             |     |      |      |       |            |
| <u>Spot</u>   | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | <u>Start/End Time</u>                            |                   | <u>Weekdays</u> | <u>Length</u> | <u>Rate</u> | <u>Rtg</u>    | <u>Type</u> |     |      |      |       |            |
| 1   | KSNV      | 10/29/12-11/04/12 | The Tonight Show   | 1135p-1237a                                      |                   | -TwThF----      | :30           | (\$500.00)  | 0.00          | NM          |     |      |      |       |            |
| See MG 44.9,44.10,44.11,44.12,44.13,44.14,44.15,44.16 |           |                   |                    |  |                   |                 |               |             |               |             |     |      |      |       |            |
| [.NOT AVAILABLE RATE] NOT AVAILABLE RATE              |           |                   |                    |  |                   |                 |               |             |               |             |     |      |      |       |            |
| 2   | KSNV      | 10/29/12-11/04/12 | The Tonight Show   | 1135p-1237a                                      |                   | -TwThF----      | :30           | (\$500.00)  | 0.00          | NM          |     |      |      |       |            |
| See MG 44.9,44.10,44.11,44.12,44.13,44.14,44.15,44.16 |           |                   |                    |  |                   |                 |               |             |               |             |     |      |      |       |            |
| [.NOT AVAILABLE RATE] NOT AVAILABLE RATE              |           |                   |                    |  |                   |                 |               |             |               |             |     |      |      |       |            |
| 3   | KSNV      | 10/29/12-11/04/12 | The Tonight Show   | 1135p-1237a                                      |                   | -TwThF----      | :30           | (\$500.00)  | 0.00          | NM          |     |      |      |       |            |
| See MG 44.9,44.10,44.11,44.12,44.13,44.14,44.15,44.16 |           |                   |                    |  |                   |                 |               |             |               |             |     |      |      |       |            |
| [.NOT AVAILABLE RATE] NOT AVAILABLE RATE              |           |                   |                    |  |                   |                 |               |             |               |             |     |      |      |       |            |
| 4   | KSNV      | 10/29/12-11/04/12 | The Tonight Show   | 1135p-1237a                                      |                   | -TwThF----      | :30           | (\$500.00)  | 0.00          | NM          |     |      |      |       |            |
| See MG 44.9,44.10,44.11,44.12,44.13,44.14,44.15,44.16 |           |                   |                    |  |                   |                 |               |             |               |             |     |      |      |       |            |
| [.NOT AVAILABLE RATE] NOT AVAILABLE RATE              |           |                   |                    |  |                   |                 |               |             |               |             |     |      |      |       |            |
| 5   | KSNV      | 10/29/12-11/04/12 | The Tonight Show   | 1135p-1237a                                      |                   | -TwThF----      | :30           | (\$500.00)  | 0.00          | NM          |     |      |      |       |            |
| See MG 44.9,44.10,44.11,44.12,44.13,44.14,44.15,44.16 |           |                   |                    |  |                   |                 |               |             |               |             |     |      |      |       |            |
| [.NOT AVAILABLE RATE] NOT AVAILABLE RATE              |           |                   |                    |  |                   |                 |               |             |               |             |     |      |      |       |            |
| 6   | KSNV      | 10/29/12-11/04/12 | The Tonight Show   | 1135p-1237a                                      |                   | -TwThF----      | :30           | (\$500.00)  | 0.00          | NM          |     |      |      |       |            |
| See MG 44.9,44.10,44.11,44.12,44.13,44.14,44.15,44.16 |           |                   |                    |  |                   |                 |               |             |               |             |     |      |      |       |            |
| [.NOT AVAILABLE RATE] NOT AVAILABLE RATE              |           |                   |                    |  |                   |                 |               |             |               |             |     |      |      |       |            |
| 8   | KSNV      | 10/29/12-11/04/12 | The Tonight Show   | 1135p-1237a                                      |                   | -TwThF----      | :30           | (\$500.00)  | 0.00          | NM          |     |      |      |       |            |
| See MG 44.9,44.10,44.11,44.12,44.13,44.14,44.15,44.16 |           |                   |                    |  |                   |                 |               |             |               |             |     |      |      |       |            |
| [.NOT AVAILABLE RATE] NOT AVAILABLE RATE              |           |                   |                    |  |                   |                 |               |             |               |             |     |      |      |       |            |
| 9   | KSNV      | 10/29/12-11/04/12 | The Tonight Show   | 1135p-1237a                                      |                   | -TwThF----      | :30           | \$500.00    | 0.00          | NM          |     |      |      |       |            |
| Ⓜ MG for 44.3,44.7,44.4,44.5,44.8,44.6,44.1,44.2      |           |                   |                    |  |                   |                 |               |             |               |             |     |      |      |       |            |
| [revised to reinstate at level 1]                     |           |                   |                    |  |                   |                 |               |             |               |             |     |      |      |       |            |
| 11  | KSNV      | 10/29/12-11/04/12 | The Tonight Show   | 1135p-1237a                                      |                   | -TwThF----      | :30           | \$500.00    | 0.00          | NM          |     |      |      |       |            |
| Ⓜ MG for 44.3,44.7,44.4,44.5,44.8,44.6,44.1,44.2      |           |                   |                    |  |                   |                 |               |             |               |             |     |      |      |       |            |
| [revised to reinstate at level 1]                     |           |                   |                    |  |                   |                 |               |             |               |             |     |      |      |       |            |
| 13  | KSNV      | 10/29/12-11/04/12 | The Tonight Show   | 1135p-1237a                                      |                   | -TwThF----      | :30           | \$500.00    | 0.00          | NM          |     |      |      |       |            |
| Ⓜ MG for 44.3,44.7,44.4,44.5,44.8,44.6,44.1,44.2      |           |                   |                    |  |                   |                 |               |             |               |             |     |      |      |       |            |
| [revised to reinstate at level 1]                     |           |                   |                    |  |                   |                 |               |             |               |             |     |      |      |       |            |
| 14  | KSNV      | 10/29/12-11/04/12 | The Tonight Show   | 1135p-1237a                                      |                   | -TwThF----      | :30           | \$500.00    | 0.00          | NM          |     |      |      |       |            |
| Ⓜ MG for 44.3,44.7,44.4,44.5,44.8,44.6,44.1,44.2      |           |                   |                    |  |                   |                 |               |             |               |             |     |      |      |       |            |
| [revised to reinstate at level 1]                     |           |                   |                    |  |                   |                 |               |             |               |             |     |      |      |       |            |
| E 45  | KSNV      | 10/30/12          | 11/02/12           | M-F News 3 at Eleven<br>M-F News 3 at Eleven     | CM                | 11pm-1135pm     | -TWTF--       | :30         | 4             | \$1,200.00  | 1   | 0.00 | NM   | 2     | \$2,400.00 |
| NEWS  |           |                   |                    |  |                   |                 |               |             |               |             |     |      |      |       |            |
|   |           | <u>Start Date</u> | <u>End Date</u>    | <u>Weekdays</u>                                  | <u>Spots/Week</u> |                 | <u>Rate</u>   |             | <u>Rating</u> |             |     |      |      |       |            |
| Week:   |           | 10/29/12          | 11/04/12           | -TWTF--  | 2                 |                 | \$1,200.00    |             | 0.00          |             |     |      |      |       |            |
| E 46  | KSNV      | 11/05/12          | 11/05/12           | M-F News 3 at Eleven<br>M-F News 3 at Eleven     | CM                | 11pm-1135pm     | M-----        | :30         | 1             | \$1,200.00  | 1   | 0.00 | NM   | 1     | \$1,200.00 |
| NEWS  |           |                   |                    |  |                   |                 |               |             |               |             |     |      |      |       |            |
|   |           | <u>Start Date</u> | <u>End Date</u>    | <u>Weekdays</u>                                  | <u>Spots/Week</u> |                 | <u>Rate</u>   |             | <u>Rating</u> |             |     |      |      |       |            |
| Week:   |           | 11/05/12          | 11/11/12           | M-----   | 1                 |                 | \$1,200.00    |             | 0.00          |             |     |      |      |       |            |
| E 47  | KSNV      | 11/03/12          | 11/04/12           | Sa-Su News 3 at Eleven<br>Sa-Su News 3 at Eleven | CM                | 11pm-1135pm     | -----SS       | :30         | 2             | \$1,100.00  | 1   | 0.00 | NM   | 2     | \$2,200.00 |
| NEWS  |           |                   |                    |  |                   |                 |               |             |               |             |     |      |      |       |            |
|   |           | <u>Start Date</u> | <u>End Date</u>    | <u>Weekdays</u>                                  | <u>Spots/Week</u> |                 | <u>Rate</u>   |             | <u>Rating</u> |             |     |      |      |       |            |
| Week:   |           | 10/29/12          | 11/04/12           | -----SS  | 2                 |                 | \$1,100.00    |             | 0.00          |             |     |      |      |       |            |
| E 49  | KSNV      | 11/03/12          | 11/03/12           | Saturday Today<br>Saturday Today                 | CM                | 7a-9am          | -----S-       | :30         | 2             | \$625.00    | 1   | 0.00 | NM   | 2     | \$1,250.00 |
| SAT TODAY   |           |                   |                    |  |                   |                 |               |             |               |             |     |      |      |       |            |
|   |           | <u>Start Date</u> | <u>End Date</u>    | <u>Weekdays</u>                                  | <u>Spots/Week</u> |                 | <u>Rate</u>   |             | <u>Rating</u> |             |     |      |      |       |            |
| Week:   |           | 10/29/12          | 11/04/12           | -----S-  | 2                 |                 | \$625.00      |             | 0.00          |             |     |      |      |       |            |
| N 54  | KSNV      | 11/04/12          | 11/04/12           | News 3 Sunrise - SUNDAY<br>News 3 Sunrise SUNDAY | CM                | 6a-7a           | -----S        | :30         | 1             | \$350.00    | 1   | 0.00 | NM   | 1     | \$350.00   |

Order / Rev: 103694  
 Alt Order #: 06830033  
 Flight Dates: 10/30/12 - 11/05/12

Advertiser: Berkley, Shelley for Senate  
 Product Desc: BERKLEY FOR SENATE  
 Estimate: 30S

KSNV

| Ln        | Ch   | Start             | End             | Inventory Code                                    | Break             | Start/End Time | Days        | Len  | Spots         | Rate       | Pri | Rtg  | Type   | Spots | Amount      |
|-----------|------|-------------------|-----------------|---|-------------------|----------------|-------------|------|---------------|------------|-----|------|--------|-------|-------------|
| SUN TODAY |      |                   |                 |   |                   |                |             |      |               |            |     |      |        |       |             |
|           |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                   | <u>Spots/Week</u> |                | <u>Rate</u> |      | <u>Rating</u> |            |     |      |        |       |             |
| Week:     |      | 10/29/12          | 11/04/12        | -----S  | 1                 |                | \$350.00    |      | 0.00          |            |     |      |        |       |             |
| N 55      | KSNV | 10/30/12          | 10/30/12        | M-F 5-6a WakeUp w/Wa<br>M-F 5-6a WakeUp w/Wagners | CM                | 5-6a           | -T-----     | 1:00 | 1             | \$900.00   | 1   | 0.00 | NM     | 1     | \$900.00    |
| NEWS      |      |                   |                 |   |                   |                |             |      |               |            |     |      |        |       |             |
|           |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                   | <u>Spots/Week</u> |                | <u>Rate</u> |      | <u>Rating</u> |            |     |      |        |       |             |
| Week:     |      | 10/29/12          | 11/04/12        | -T-----   | 1                 |                | \$900.00    |      | 0.00          |            |     |      |        |       |             |
| N 56      | KSNV | 10/30/12          | 10/30/12        | M-F 6-7a WakeUp w/Wa<br>M-F 6-7a WakeUp w/Wagners | CM                | 6-7a           | -T-----     | 1:00 | 1             | \$1,400.00 | 1   | 0.00 | NM     | 1     | \$1,400.00  |
| NEWS      |      |                   |                 |   |                   |                |             |      |               |            |     |      |        |       |             |
|           |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                   | <u>Spots/Week</u> |                | <u>Rate</u> |      | <u>Rating</u> |            |     |      |        |       |             |
| Week:     |      | 10/29/12          | 11/04/12        | -T-----   | 1                 |                | \$1,400.00  |      | 0.00          |            |     |      |        |       |             |
|           |      |                   |                 |   |                   |                |             |      |               |            |     |      | Totals | 68    | \$48,025.00 |